

PRODUCT: 58 cartoned devices known as *Miracold dispenser* and 2 8-ounce bottles of a drug known as *Miracold* at San Francisco, Calif.

LABEL, IN PART: (Carton) "Model B The Little M.D. Miracold Dispenser Read Instructions Designed To Combat The Common Cold, The Flu And Many Other Airborne Diseases. The Little M.D. Vaporizes Miracold"; (bottle) "Contents 8 Fluid Oz. Miracold Active Ingredient 100% Triethylene Glycol For Use In The Little MD Miracold Dispenser."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements on the carton label and on the leaflet enclosed in each carton entitled "The Miracle of Miracold 'The Little M.D.'" were false and misleading. The statements represented and suggested that the device and the drug provided an adequate and effective treatment for colds, influenza, respiratory ailments, and breathing discomfort, and for preventing those conditions. The device and the drug did not provide an adequate and effective treatment or preventive for such conditions.

DISPOSITION: September 10, 1953. Default decree of condemnation and destruction.

4200. Misbranding of Dr. Keller's Electron Dispersion shoes. U. S. v. 19 Pairs
* * *. (F. D. C. No. 35316. Sample No. 53580-L.)

LABEL FILED: On or about June 19, 1953, Western District of Missouri.

ALLEGED SHIPMENT: On or about April 8 and June 12, 1952, from Paducah, Ky.

PRODUCT: 19 pairs of *Dr. Keller's Electron Dispersion shoes* for women at Sedalia, Mo., in the possession of Roy M. Keller, D. C., together with a number of booklets entitled "The Electronic Factor in Bodily Function," a number of yellow leaflets entitled "Dr. Keller's Electron Dispersion Shoe," and a number of white leaflets entitled "Electron Dispersion Research."

RESULTS OF INVESTIGATION: The above-mentioned booklets and leaflets were printed locally for the consignee and distributed to prospective customers. The yellow leaflet described the shoes as follows: "The lining is of conductive material which is connected through the heel to the sole, which is a rubber like * * * conductive material."

NATURE OF CHARGE: Misbranding, Section 502 (a), certain statements in the above-mentioned booklets and leaflets accompanying the shoes were false and misleading. The statements represented and suggested that the shoes, by dispersing body electricity, would promote good health; that they would prevent interference with normal functions of the body, predisposition to disease, arthritis, rheumatism, neuritis and other conditions preceding and during storms, tiredness, and aching of the feet; that they would effect helpful results in specific ailments; and that they would contribute to the maintenance of buoyant health and would improve health. The shoes were not capable of fulfilling the promises made for them. The shoes were misbranded in the above respect while held for sale after shipment in interstate commerce.

DISPOSITION: July 29, 1953. A default decree was entered providing for the destruction of the booklets and leaflets and the delivery of the shoes to a charitable organization.